

**UNITED STATES PATENT AND TRADEMARK OFFICE**

Re: Application of: Jonathon A. LOEW  
Serial No.: Not yet known  
Filed: Herewith  
For: POINT OF PURCHASE DISPLAY CARTON

**LETTER RE PRIORITY**

Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

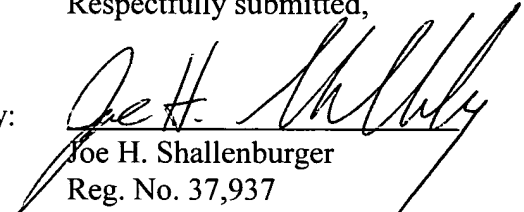
March 29, 2004

Dear Sir:

Applicant hereby claims the priority of U.S. Provisional Patent Application No. 60/458,725  
filed March 28, 2003.

Respectfully submitted,

By:

  
Joe H. Shallenburger  
Reg. No. 37,937

Steinberg & Raskin, P.C.  
1140 Avenue of the Americas, 15th Floor  
New York, NY 10036-5803  
Telephone: (212) 768-3800  
Facsimile: (212) 382-2124  
E-mail: sr@steinberggraskin.com